



July 13-15, 2021



We're Back!



100%

Con-Ed
APPROVED!



*The Premiere Revenue Cycle Management
and Compliance Conference
for the Nation's Ambulance Industry*

An In-Person Conference Event
From the Leaders in EMS Billing Education



What Attendees Are Saying



"The speakers are knowledgeable and very entertaining - they held my interest the whole time."

-Spring 2020
Attendee

"I get more stuff I can use immediately out of this conference than any other event I've ever attended"

-Spring 2020
Attendee

"Loved it. The most info I have ever taken away from a conference. Very well done."

- Fall 2020
Attendee

"This is the one conference we absolutely cannot afford to miss."

-Fall 2019
Attendee



The ambulance industry's most trusted source for timely and cutting-edge revenue cycle and compliance information. This Spring, the conference is **hyper-focused on effective solutions** to help you through these turbulent times in today's world.

Join us in beautiful Clearwater Beach, Florida for this in-person conference experience!

Register at www.pwwmedia.com

A Safe In-Person Conference Experience...

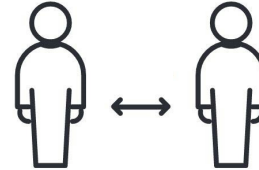
Smaller Groups. Social Distancing. Best Practices.

Your safety is our priority.



We are reducing our maximum attendance to ensure adequate space for attendees. In order to assure maximum protection for our guests, seats will be extremely limited, so register early!

abc360 Clearwater Beach will adhere to public health recommendations regarding mask-wearing, social distancing and other recommendations in place at the time of the conference.



In addition to limiting attendance, we will also be eliminating individual breakout sessions. This means that our guests can pick a seat and keep it for the whole day to reduce cross contamination and increase peace of mind.



...Like No Other



If you've been wanting those letters after your name...

If you're looking to obtain one or more of the NAAC certifications, visit our website at AmbulanceCompliance.com - where you can take any of our online courses 24/7 at your own pace!

Courses Available Online:

Certified Ambulance Compliance Officer (CACO)

Certified Ambulance Coder (CAC)

Certified Ambulance Privacy Officer (CAPO)

Certified Ambulance Documentation Specialist (CADS)

**Enroll and Start
Immediately!**

AmbulanceCompliance.com

**...grab them online
*ANYTIME***

NAAC ONLINE





XI Keynote:
*Tyvek Chicken Suits & True Grit:
Rising Strong in a Pandemic*

Jamie Pafford-Gresham, CEO, Pafford Medical Services

The PWW Executive Institute (XI) - is the nation's preeminent one-day event for EMS leaders, chiefs, directors, HR managers, supervisors and compliance professionals. XI focuses on industry trends from a high level - offering **relevant, practical insights and solutions** to the most vexing EMS challenges today.

Fully Approved
for Continuing
Education

COVID-19 tested us to the core, and one EMS leader rose to the challenge with unmatched energy and positivity - Jamie Pafford-Gresham.

In this inspiring keynote, Jamie tells her personal story of how Pafford Medical Services grew stronger, during a time when many agencies struggled to survive. When the pandemic hit, Jamie was excited by what her company could do, not discouraged by what it could not. Her story is shaped by her innovation, empathy, and a personal passion for serving others. Jamie shares her insight and "leadership lessons learned" during a crisis in this uplifting and humorous presentation. She emphasizes how leaders can be advocates for their company, our industry, and most importantly – our people.

Jamie Pafford-Gresham is a true mover and shaker, dedicated to community service. Her family-owned ambulance service has served patients for over 50 years in Arkansas, Louisiana, Mississippi, and Oklahoma. She heard the word "ambulance" every day of her life, so providing lifesaving and compassionate care to her communities was instilled early on. Jamie's leadership style is empathic - where every employee is valued and treated like family, and where patients are treated like family as well.

Jamie leads a company that has grown to over 1,600 employees, 200 ambulances, three medical helicopters, and two fixed wing aircraft - and that responds to over 220,000 calls a year. Yet Pafford Medical Services still maintains a family-centered atmosphere. Jamie is also a non-stop advocate for EMS and the ambulance industry at the local, state and national level. She is chair of the American Ambulance Association's Government Affairs Committee and she is affectionately known on Washington DC's Capitol Hill as "The Ambulance Lady from Arkansas."



This year, more than ever, staying sharp in your leadership and compliance focus isn't optional. The times demand it.

Uncertainty. Upheaval.
A post-COVID world.
Financial challenges. A workforce under threats unlike any others.

XI is keeping up with the challenges. *Make sure you are too.* Register today.



Learn from the nation's most respected EMS leaders

XI Sessions – July 13, 2021



Leadership Challenges in Turbulent Times

Part 1 - Making Lemonade Out of Lemons:

How COVID-19 Squeezed Out Our Leadership Potential

Part 2 - My Staff Member Went to the Big Political Rally -

How Does Employee Free Speech Square With Employer Rights?

Security in Remote Workplaces

Part 1 - Zoom, Dropbox & Hangouts - Are We Secure?

Part 2 - Turning the Home Office into a Secure Workspace

EMS Agency Cost Accounting—the New Imperative

Part 1 - Why Cost Accounting Matters in EMS

Part 2 - EMS Cost Accounting Strategies and Practices

EMS and the Post-COVID World—Telehealth, EMS Practice & More

Part 1 - Patient Consent and Documentation in EMS Telehealth

Part 2 - REPLICIA: Understanding the EMS Interstate Licensure Compact

The XI Leadership Focus

Part 1 - Millennials Hit 40 - Leadership Opportunities Now That Children of the 80s are the Largest Generation in the Labor Force

Part 2 - EMS Leadership Lessons From the 1980s - The Yuppie Years

Closing Keynote: The New 'Normal' After a World Changing Pandemic

[Register at www.pwwmedia.com](http://www.pwwmedia.com)



Day 1
July 14, 2021



Opening Sessions

The Stuff You Gotta Know

- Medicare & Reimbursement Update
- Compliance Update
- Privacy Update

The industry's most concise and practical coverage of the "must-know" information for your agency's revenue cycle and compliance success.

Practical Skills Clinics

Build, Refine and Improve Coding Skills

- abc360 Emergency Coding Clinic
- abc360 Non-Emergency Coding Clinic

Build critical billing and coding skills through real-life examples.

Mega-Focused Mini Sessions

Rapid-Fire Topics Packed With Practical Info

- Why Facilities are Often Lying When They Say "HIPAA"
- Auto Accidents and Third Party Liability: *When You Gotta Deal With Lawyers to Get Paid*
- The Best Revenue Cycle Metrics to Gauge Billing Performance

New! Short, focused and packed with action items!



Day 2
July 15, 2021



Live and In-Person!



In-Depth Topics

To Help Your Agency Thrive and Comply

- The 2021 No Surprises Act - What it Means for EMS Balance Billing
- How to Enhance Compliance for Repetitive Patient Transports
- Vaccination Billing and Other COVID Coding Issues

The detail you need to address today's critical industry revenue cycle and compliance challenges.

More Mega-Focused Mini Sessions

Our Most Frequently Requested Topics

- Should You Sue for Payment?
- Future-Proofing Your Pandemic Response
- Medicare Advantage Plans and Participating Provider Agreements: *To Contract or Not to Contract?*



All-Time Favorites

Sessions Which Have the Added Bonus of Also Being Fun!

- “One Quick Question” - Submit your questions in advance for us to tackle *live* during the event
- “Hey, Did You Know...?” (We bet you didn't.)

Master the information presented at abc360 - while having a little bit of fun!



XI/abc360 Registration Information



Register for **abc360** and **XI**
at www.pwwmedia.com



All xi/abc360 registrations include
Unlimited On-Demand Access
to all xi/abc360 content (through 9/30/2021)



How cool is THAT?

	Early Bird <i>On or Before 6/21</i>	Regular Rate <i>After 6/21</i>
	\$410	\$470
	\$650	\$750

**xi/abc360
Early Bird
Ends
6/21/21!**

Hotel Information



Hilton Clearwater Beach

400 Mandalay Avenue, Clearwater Beach, FL
(800) 753-3954

www.hiltonclearwaterbeach.com

Click [HERE](#) for hotel reservations

Experience the laid back pace and pleasures of the refreshing Caribbean-style setting at this celebrated hotel. A brick-paved circular drive and rich, tropical landscaping greets you with an uncompromising sense of arrival.

Lounge in a luxurious beach cabana. Refresh with a swim at our swimming pool oasis, or unwind in our stunning lobby. Tantalizing culinary offerings await you from our modern lobby bar with spectacular Gulf views, to an open and airy restaurant for all day dining. Crisp and comfortable guest rooms include luxury bedding, hand-selected artwork and a color palette that accents the breathtaking beauty of the Gulf.

Reservation Deadline: June 21, 2021

Special abc360 Rate: \$179. This includes the resort fee allowing for basic in-room internet access, access to on-site and off-site fitness centers and various additional discounts!





Here's the scoop...

Summary of Terms, Conditions and Policies

Attendance policy: registration for this in-person event is strictly limited. Registrations accepted on a first-come, first served basis. A waiting list will be used for overflow requests. Attendance is subject to all conference safety rules of PWW and the hotel venue. Please note that PWW conference rules may be stricter than the rules of the hotel and/or the state. Attendees who do not abide by posted and/or announced rules and safety requirements will be dismissed from the conference without refund. Requirements may include daily temperature checks, mask-wearing and social distancing, among others. If you are sick or have any symptoms of coronavirus or any other communicable disease, do not attend the conference. If you become ill while on-site, you must refrain from attending any conference sessions or events. PWW reserves the right to refuse registrations or conference admission for any reason in the sole discretion of PWW. Attendees are responsible to know and observe any established travel restrictions in effect at the time of the event, including testing and/or quarantine requirements of the states between which they are traveling to attend the event. PWW cannot be responsible for any attendee being prohibited from travel or from entering the state of the venue hotel. By attending this event, attendees assume all risk of contracting COVID-19 and PWW will not be responsible or liable in any way for any illness which may or may not be attributable to attendance at the conference.

Event Cancellation policy: PWW reserves the right to cancel the event for any reason, including but not limited to illness, state restrictions, venue restrictions, civil unrest, etc. If the event is canceled, all attendees will receive a full refund of registration fees paid to PWW. The dates of the conference are subject to change. Attendees are responsible for cancelling all hotel, airline, rental car and other travel reservations in the event the conference is canceled. PWW cannot be held responsible for any travel or hotel cancellation costs or fees of any kind.

On-Demand Content: all registered conference attendees will receive on-demand access to the previously recorded conference content through September 30, 2021. On-demand content is licensed for the sole and exclusive use of registered conference attendees. The on-demand content and conference materials are protected by Federal copyright law, and may not be shared with any non-registered attendees or other individuals, even from within your same agency or organization.

Attendee Cancellation Policy: registrations may be canceled for a full refund if cancellations are received in writing by PWW at least 45 days from the start of the event. Cancellations received between 20-45 days in advance will be refunded less a \$75 cancellation fee. Cancellations received less than 20 days prior to the start of the event are not refundable, however, registrations may be transferred to another individual as designated by the registered attendee. "No shows" will not qualify for a refund. Attendees who cancel without refund will be granted on-demand access to all recorded conference content through 9/30/2021.

Individual attendee transfer policy: if requested in writing no later than 15 days prior to the start of the event, an attendee may transfer their registration to our Fall 2021 Hershey conference. Transfer requests received less than 15 days prior to the start of the event are subject to a \$150 fee.

Other: payment in full is required prior to the event in order to attend. Attendance is subject to the PWW Media Attendee Licensing Agreement. All material is copyrighted and may not be duplicated or shared. We are ADA-compliant; if you require attendance accommodations, please contact us at least 30 days prior to the event start.

PLEASE NOTE THAT ALTHOUGH REASONABLE PRECAUTIONS WILL BE IN PLACE, ALL GATHERINGS IN PUBLIC PLACES WHERE PEOPLE ARE PRESENT HAVE INHERENT RISK. ATTENDEES ASSUME ALL RISKS OF IN-PERSON ATTENDANCE, INCLUDING TRAVEL.

Registration constitutes agreement to these Terms, Conditions and Policies, and those in place at the time of the event.

Register at www.pwwmedia.com



An In-Person **Ambulance Revenue Cycle and Compliance** Conference Event
Clearwater Beach, Florida
July 13-15, 2021

Attendance is limited - REGISTER NOW

